

## Baseball rights inch up in '78 for broadcasting

**They barely make it over figure for '77 as networks are locked into multiyear contracts; sales at local level are brisk, however**

Major league baseball, which has been enjoying substantial increases each year in rights payments for radio-TV coverage of its play-by-play, finds itself on a plateau in 1978.

The networks, station and individual rights holders will ante up \$52,510,000 in the coming season. That is a scant \$400,000 more than the rights figure for 1977. It also will be the smallest dollar increase in more than a decade.

The relatively slight rise is not a total surprise since the networks' share (approximately \$23,275,000 annually) is locked into multiyear contracts. The TV pact with ABC and NBC runs through the 1979 season. Similarly, CBS Radio is in the midst of a four-year contract with the majors.

Multiyear contracts on the local level also tend to stabilize the rights total in that sector. Examples: Rights for the Texas Rangers were negotiated under a 10-year contract that will continue into the early 1980's; rights to the Minnesota Twins are held under a seven-year contract, with slight raises annually, that runs through 1979.

ABC-TV and NBC-TV are sharing national TV coverage of major league baseball for the third year of a four-year \$92.8 million contract that started in 1976. They alternate the World Series (on NBC-TV this year) and the All Star Game and league playoffs (on ABC-TV this season). ABC-TV retains its *Monday Night Baseball* and NBC-TV keeps its *Saturday Game of the Week* throughout the four years. ABC is paying about \$50 million (or \$12.5 million a year) in the multiyear pact, and NBC-TV is paying about \$42.8 million (or \$10.7-million annually) for the four years.

ABC-TV will telecast games this spring and summer on 18 Monday nights, starting April 10 and with no games on Aug. 8 and 15. *Monday Night Baseball* is priced at \$58,000 per minute, up \$6,000 from last year.

ABC-TV's All Star Game is pegged at \$140,000 per minute, the same as last year. The playoffs are being sold at \$110,000 per minute for night games



**Taking turns.** Last year was ABC's time at bat for the World Series; this year it's NBC's.

(unchanged from last year), \$40,000 per minute for daytime weekday games, and \$60,000 per minute for daytime weekends.

Sponsors of *Monday Night Baseball* are Chevrolet (through Campbell-Ewald), Miller Brewing (McCann-Erickson), Texaco (Benton & Bowles), Gillette (BBDO) and Allstate Insurance (Burnett).

Set for the All Star game are Chevrolet (Campbell-Ewald), Miller Brewing (McCann-Erickson), Gillette (BBDO) and Firestone Tire & Rubber (Sweeney & James). Signed for the playoffs are Chevrolet (Campbell-Ewald) and Miller Brewing (McCann-Erickson).

NBC-TV will start its *Saturday Game of the Week* on April 8 with a doubleheader. A total of 26 such games will be offered with one minute costing \$40,000.

Major sponsors in the Saturday package are AC Delco (Campbell-Ewald), Black & Decker (BBDO), Bic (Wells, Rich, Greene), Chrysler (BBDO), Continental (Doyle Dane Bernbach), Dupont (Ayer), Gillette (Morgate), Goodyear (Campbell Ewald), J.B. Williams (Parkson), Kentucky Fried Chicken (Young & Rubicam), Miller Brewing (McCann Erickson), Midas (Wells, Rich, Greene), Mobil Oil (Doyle Dane Bernbach), Michelin (Al Paul Lefton), J. C. Penny (McCaffrey & McCall), Pennzoil (Eisaman, Johns & Laws), Sears (Foote Cone & Belding), STP (J. Walter Thompson), State Farm

Insurance (Needham, Harper & Steers), Timex (Grey) and Warner Lambert (J. Walter Thompson).

NBC-TV coverage of the World Series will be a mixture of night games on Oct. 10, 11 and 13; day games on Saturday and Sunday, Oct. 14 and 15, and night games on Oct. 17 and 18. The last three games are contingent on the need for the series to go past four games.

Price per minute in the World Series will be \$180,000.

Major sponsors for the fall classic are AMF (Benton & Bowles), Chrysler (BBDO), Champion Spark Plugs (J. Walter Thompson), Cella Wines (Manoff), Georgia Pacific (McCann-Erickson), Gillette (Morgate), Kentucky Fried Chicken (Young & Rubicam), McDonalds (Needham, Harper & Steers), Miller Brewing (McCann-Erickson), RCA (Leo Burnett), Polaroid (Doyle Dane Bernbach), Stanley Tool (Humphrey Browning MacDougall), Union Carbide (Leo Burnett), U.S. Tobacco (Warwick Welsh Miller) and Xerox (Needham Harper & Steers).

CBS Radio is in a four-year contract for major league baseball that started in 1976 and is reported to be for a total in excess of \$300,000.

It is selling for \$184,000 a package of 44 60-second spots in the 1978 All Star Game, playoffs and World Series (in-

game, pregame and postgame).

The long, hot summer each year becomes less baseball's total domain as other sports enter their challenges. This year, professional football is to move up its regular season opener to the first weekend in September. Despite this, local stations and rights holders continue to be enthusiastic about the briskness of their baseball sales.

Some examples from BROADCASTING's check of the 26 major league cities:

At WIBW(AM) Topeka, Kan., originator for the Kansas City Royals network, station Operation Director Ed O'Donnell reported a complete sellout for 1978 and that the WIBW sales staff is working on 1979 contracts.

In Baltimore, Jim Fox, sales manager for the Orioles' originator, WBAL(AM), for

the second consecutive year has put up the SRO sign for practically all elements of in-game, pregame and postgame programming.

In Detroit, where WWJ-TV said it had its "best year" of Tigers sales in 1977, a station spokesman said last week that WWJ-TV was 30% ahead of that record pace for the coming season.

In Los Angeles, Ken Miller, KMPC(AM) general sales manager, said the station's California Angels package was completely sold by Feb. 15.

One other barometer of the accelerating traffic in baseball broadcasts is a report from the Robert Wold Co. that it plans to rely more on satellites to relay baseball broadcasts during the coming season. Wold, based in Los Angeles, arranges both engineering and transmission facilities to interconnect stations and regional

networks for the live pick-ups from road game sites. It will number at least 22 of the 26 major league radio rights holders among its clients. Some of the remaining packages are still in negotiation. Additionally, Wold will be servicing several television packagers.

Of the Wold radio clients, the following will be involved in satellite transmission during 1978:

W. B. Doner & Co. (Baltimore Orioles), KMPC (California Angels), WGN (Chicago Cubs), WMAQ (Chicago White Sox), Los Angeles Dodgers, WCCO Minneapolis-St. Paul. (Minnesota Twins), Adler Communications (New York Yankees), WMCA (New York Mets), KDKA (Pittsburgh Pirates), KOGO (San Diego Padres), KSFO (San Francisco Giants), KMOX (St. Louis Cardinals) and the Cincinnati Reds.

## AMERICAN LEAGUE EAST

Team	1978 rights	1977 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Baltimore Orioles	\$825,000	\$825,000	WJZ-TV 3	WBAL 50	Carling Brewing Co. holds TV-radio rights.
Boston Red Sox	2,450,000	2,000,000	WSBK-TV 6	WMEX 66	WSBK-TV and WMEX for television and radio, respectively.
Cleveland Indians	900,000	900,000	WJKW-TV 1	WWWE 26	WJW-TV holds TV rights; Combined Communications holds radio rights.
Detroit Tigers	1,300,000	1,200,000	WWJ-TV 5	WJR 55	WWJ-TV holds TV rights; WJR holds radio rights.
Milwaukee Brewers	600,000	600,000	WTMJ-TV 4	WTMJ 57	WTMJ Inc. holds rights for television and radio.
New York Yankees	1,300,000	1,300,000	WPIX 6	WINS 40	WPIX holds TV rights; Yankees retain radio rights.
Toronto Blue Jays	1,200,000	1,200,000	CBC-TV 38	CKFH 20	CBS has television rights; Hewpex Sports Network holds radio rights.

## AMERICAN LEAGUE WEST

Team	1978 rights	1977 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
California Angels	\$1,000,000	\$1,000,000	KTLA	KMPC 19	Golden West Broadcasters (KTLA and KMPC), which is under common ownership with the California Angels, holds broadcast rights.
Chicago White Sox	1,750,000	1,750,000	WSNS	WMAQ	WSNS and WMAQ hold television and radio rights, respectively.
Kansas City Royals	350,000	350,000	KBMA-TV	WIBW Topeka 92	KBMA-TV and WIBW hold television and radio rights, respectively.
Minnesota Twins	1,100,000	1,075,000	WTCN-TV 9	WCCO 20	Midwest Federal Savings and Loan Association holds TV and radio rights.
Oakland A's	1,000,000	1,000,000	KPIX	Being negotiated	KPIX holds TV rights
Seattle Mariners	800,000	800,000	KING-TV	KVI 7	Seattle Mariner's retain television and radio rights.
Texas Rangers	700,000	700,000	KXAS-TV 17	WBAP 20	City of Arlington, Tex., holds rights under 10-year contract with sales through city's Arlington Entertainment Division.

AL total \$15,275,000 \$14,275,000

(Continues on page 79.)

The rights figures are BROADCASTING estimates where figures are not officially disclosed.

Originating station is in team's home city unless otherwise indicated.

Not included in the table is ABC's payment for nationally televised games that will amount

to \$12.5 million this year and NBC's payment for nationally televised games that will amount to \$10.7 million this year. Both are under a four-year contract that began in 1976. In addition, CBS in 1976 acquired radio rights for four years under a contract reported to be in excess of \$300,000.

## NATIONAL LEAGUE EAST

Team	1978 rights	1977 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Chicago Cubs	\$1,500,000	\$1,200,000	WGN-TV 10	WGN 10	WGN-TV and WGN hold TV and radio rights, respectively.
Montreal Expos	1,200,000	1,200,000	CBC-TV 17	CFCF 4 CKAC 19	CBC-TV holds TV rights; CFCF holds English language rights; CKAC (Tel-Med) holds right for French language.
New York Mets	1,500,000	1,500,000	WOR-TV	WMCA 20	WOR-TV and the Mets share TV rights; WMCA holds radio rights.
Philadelphia Phillies	1,200,000	1,700,000	WPHL-TV 3	KYW 25	WPHL-TV holds TV rights; Phillies retain radio rights.
Pittsburgh Pirates	1,200,000	1,200,000	KDKA-TV	KDKA 40	Group W/Westinghouse is TV-radio rights holder.
St. Louis Cardinals	1,000,000	1,000,000	KSD-TV 14	KMOX 120	Anheuser-Busch Inc., under common ownership with the Cardinals, is TV-radio rights holder.

## NATIONAL LEAGUE WEST

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Atlanta Braves	\$1,000,000	\$1,000,000	WTCG 1	WSB 60	WTCG is TV rights holder under arrangement with commonly owned Braves; Braves retain radio rights and selling.
Cincinnati Reds	1,000,000	1,000,000	WLWT 11	WLW 103	Reds retain TV and radio rights.
Houston Astros	1,000,000	1,000,000	KPRC-TV and KHTV 10	KPRC 20	Astros retain TV and radio rights.
Los Angeles Dodgers	1,800,000	1,800,000	KTTV	KABC 20	Dodgers retain TV and radio rights; selling through Dodgers Radio and TV Network.
San Diego Padres	710,000	710,000	XETV Tijuana-San Diego	KOGO	XETV holds TV rights; KOGO holds radio rights.
San Francisco Giants	850,000	825,000	KTVU 2	KSFO 23	KTVU holds TV rights; KSFO holds radio rights.
<b>NL total</b>	<b>\$13,960,000</b>	<b>\$14,135,000</b>			
<b>Majors total</b>	<b>\$29,235,000</b>	<b>\$28,835,000</b>			

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## Strange bedfellows

### CBS agrees to help PTA raise funds for project to educate schoolchildren about television

The national Parent Teachers Association, an outspoken agitator for curtailing sex and violence on television, has enlisted CBS's help in raising funds for a new PTA TV initiative, the production of a school curriculum for teaching TV viewing skills to children.

This joining of hands by presumed adversaries was announced last Friday in a speech to the International Radio and TV Society in New York by national PTA President Grace Baisinger. She said Gene Jankowski, president of the CBS/Broadcast Group, has agreed to help the association raise funds for the development of a

program to educate youth about the television industry, its "problems and challenges," and the ways it uses the camera "to create an image, convey an emotion and imply a value."

Mrs. Baisinger read a statement from Mr. Jankowski in support of the project: "The American people should know more about television, both as an art form and as an industry," he said. "They should know the good and the bad, and how to tell the difference. They should bring to television the same sense of understanding—and criticism—that they bring to other forms of communications."

PTA will accept no contributions greater than \$30,000 from any corporation or funding group—"to maintain the project's independence," Mrs. Baisinger said. CBS has already contributed the limit.

She said the proposed curriculum will be in reality, four curricula, one for kin-

dergarten through grade two, one for grades three through five, another for grades six through eight and a fourth for high-school youths. It is estimated the project will take three years to develop, field test and implement. The resulting materials—lesson plans, discussion questions, instruction for script development and videotapes of programs and interviews with TV decision-makers—will ultimately be disseminated through national associations of school boards and school administrators, the National Education Association, state school officers and the PTA.

Mrs. Baisinger's announcement last week seemed to signal a shift in direction for the PTA from confrontation with the television industry toward more conciliatory efforts. The association's announcement placing the networks on six months "probation" last year, during which time they were expected to show